LEO BURNETT U.S.A.
Ad No. 5231—RIDGE RUNNER—Lights—CR—Rel. No. "1916"—Page—4 C—9⅝ x 11¼ inches—Supplements, 1982 (A)
Printed in U.S.A.

Marlboro Lights

The spirit of Marlboro
in a low tar cigarette.

Also available in King Size Flip-Top box.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings Box & 100's: 10 mg "tar," 0.7 mg nicotine—Kings: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Dec.'81

Source: https://www.industrydocuments.ucsf.edu/docs/kgxn0003